Amendments to the Claims:

1-20 (Canceled)

21. (New) A fishing lure comprising:

an elongated shape memory alloy having first and second terminal ends, the first and second terminal ends respectively coupled to first and second connectors having a diameter larger than the diameter of the shape memory alloy;

a first rigid component made of hardened material fixedly connected to the first terminal end by way of the first connector, wherein the first connector prevents at least one of (1) separation of the first rigid component from the first terminal end and (2) further insertion of the first terminal end into the first rigid component;

a second rigid component made of hardened material fixedly connected to the second terminal end by way of a second connector, wherein the second connector prevents at least one of (1) separation of the second rigid component from the second terminal end and (2) further insertion of the second terminal end into the second rigid component,

wherein a substantial length of the shape memory alloy remains exposed outside the first and second rigid components so that said substantial length can bend freely in any direction; wherein said exposed length is at least greater than length of insertion of at least one of the first terminal end and the second terminal end in the first rigid component and the second rigid component, respectively; and

a flexible housing formed substantially proximate to and along the shape memory alloy and further around the first and second rigid components such that the flexible housing is tightly molded around entire length of the shape memory alloy,

wherein the flexible housing is formed along the shape memory alloy with a first thickness and around the first and second rigid components with a second thickness, the first thickness being greater than the second thickness.

22. (New) The fishing lure of claim 21, wherein the first and second rigid components are non-hollow.

23. (New) The fishing lure of claim 21, wherein the flexible housing comprises rubber.

24. (New) The fishing lure of claim 21, wherein the flexible housing is closely formed along the shape memory alloy to provide an increased center of gravity for the fishing lure.

25. (New) The fishing lure of claim 21 further comprising a hook mechanism connected to at least one of the first and second rigid components.

26. (New) A fishing lure comprising:

an elongated shape memory component having a length and first and second terminal ends, the first and second terminal ends respectively coupled to first and second connectors having a circumference larger than the circumference of the shape memory component;

a first rigid component made of hardened material, wherein the first connector nonremovably couples the first rigid component to the first terminal end so that a first portion of the length of the elongated shape memory component is inserted into the first rigid component from the first terminal end;

a second rigid component made of hardened material, wherein the second connector nonremovably couples the second rigid component to the second terminal end so that a second portion of the length of the elongated shape memory component is inserted into the second rigid component from the second terminal end, and

wherein a third portion of the length of the shape memory component remains exposed outside the first and second rigid components, said third portion being longer than at least one of the first and the second portions; and

a flexible housing formed substantially proximate to and along the length of the shape memory component such that the flexible housing is tightly molded around entire length of the shape memory component with a first thickness and around the first and second rigid components with a second thickness.

27. (New) The fishing lure of claim 26, wherein the first thickness is greater than the second thickness.

28. (New) The fishing lure of claim 26, wherein at least a portion of the shape memory component is in form of a blade.

29. (New) The fishing lure of claim 26, wherein at least a portion of the shape memory component is in form of a mesh.

30. (New) The fishing lure of claim 26, wherein the flexible housing is made of a dense rubber-like material giving the lure body a shape similar to shape of a fish.